



# New GGP Survey Design

NNFP – Budapest 2011 – item 7

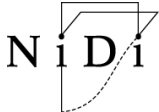


**Generations and  
Gender Programme**



# Outline

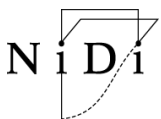
- Questionnaire
- Mode of data collection
- Sample size and sample refreshment
- Spacing of waves





# Work on Questionnaire

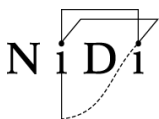
- Evaluation of existing measurement instruments
  - Statistical analyses on wave 1 data
  - Substantive evaluation of all parts of the dataset by Consortium members with expertise on topics
- Proposals discussed within the Measurement WG of GGP
- Resulting in current draft of GGSQ 2015
- Golden rule: Continuity, unless strong substantive and methodological reasons
- Main suggested adjustments
  - Social network module revamped to conform to current standards
  - New Perceived Behavioral Control items in TPB batteries
  - Questions on personality added
  - Small overall reductions in almost all existing modules
  - Optional sub-modules dropped (some info retained in core questionnaire)





# Mode of Data Collection

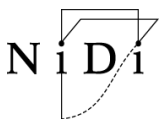
- Currently, GGS is mainly using face-to-face interviews
- One option to reduce costs is to switch to less expensive modes of data collection
  - telephone survey
  - web-based surveys
- Example: Dutch GGS wave 3: 48% web, 37% CATI, 15% CAPI
- Issues involved
  - Differences in response rates and attrition rates
  - Mode-effects (differences in response patterns across modes)
  - Costs of different (combinations) of modes
- Pilot survey in fall 2011 in Slovenia will be used to test this





# Sample Size & Refreshment

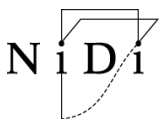
- Recommended sample size GGP wave 1 was 10,000 in order to end with about 8,000 after wave 3
- In most countries, attrition was much higher than expected
- Issues involved
  - Sample size has to allow for sufficient events between waves (but what is meant by 'sufficient'?)
  - Costs reductions resulting from smaller sample size
  - How often do we need to refresh the sample? Every wave, every other wave?
  - Guidelines for panel maintenance based on 'best practices' need to be developed and implemented





# Spacing of waves

- Currently, waves are spaced 3 years apart
- Issues involved
  - What kind of spacing is optimal from a substantive point of view?
  - Smaller intervals could improve retention rates
  - Longer intervals could lower pressure on country teams
  - Longer intervals would allow for more events between waves





# Timeline

- Fall 2011: Testing of pilot questionnaire in Slovenia
- Spring 2012: Discussion of draft GGS design in CB
- End of 2012: Blueprint as final deliverable in FP7 Project

